

EXHIBITOR LOYALTY PROGRAM 2025



- Pay \$30,000 and receive shows worth \$36,000
- Pay \$20,000 and receive shows worth \$23,000
- Pay \$10,000 and receive shows worth \$11,000
- Pay \$5,000 and receive shows worth \$5,250



30,000+
Scientists

100+
Institutions

300+
Suppliers



Contact



Maximize Your Impact

Elevate Your Presence

Welcome to the 2025 Exhibitor Loyalty Program by Biotech Connect!

We're excited to invite you to join an exclusive opportunity designed to elevate your presence at our life science vendor shows. Our program is crafted to help you reach new heights, amplify your brand visibility, and foster connections with scientists across the community.

Reflecting on our success in 2024, we are delighted to share that we had **9 Platinum exhibitors, 3 Gold exhibitors, 5 Silver exhibitors, and 6 Bronze exhibitors**. Your enthusiastic participation made this possible, and we extend our sincere gratitude to all who participated.

This year, we are enhancing our program to provide even greater value. As a member, you'll enjoy benefits such as discounted package deals, priority booth placement, prominent logo placements in electronic flyers and event signage, dedicated email blasts to past attendees, display banners on our event listing site, and an exciting new feature: **social media spotlight posts, where you can highlight your new products or any other news up to 5 times a year.**

We cherish our partnership with you and are committed to delivering an exceptional exhibitor experience. Join the 2025 Exhibitor Loyalty Program today and unlock unparalleled opportunities to showcase your innovations, connect with scientists, and propel your success in the biotech community.



2024 ELP Exhibitors

Thank you to the exhibitors who participated and benefited from our 2024 Exhibitor Loyalty Program.



Exhibitor Loyalty Program (ELP)

PACKAGE LEVEL	PLATINUM	GOLD	SILVER	BRONZE
*PACKAGE SIZE	\$30,000	\$20,000	\$10,000	\$5000
EXTRA CREDITS	\$6,000	\$3,000	\$1,000	\$250
TABLE PLACEMENT	Priority	Preferred	Standard	Standard
LOGO PLACEMENT IN ELECTRONIC FLYERS	▲Yes (~6,000 Views)	Yes	Yes	No
LOGO PLACEMENT IN THANK YOU EMAIL	Yes (~4,000 Views)	Yes	No	No
LOGO PLACEMENT IN EVENT SIGNAGE	Yes	No	No	No
EMAIL BLAST	**Yes	No	No	No
A BANNER AD IN SMARTSHOW.CA WEBSITE FOR 1 MONTH	▲▲Exclusive	No	No	No
SOCIAL MEDIA SPOTLIGHT	# Featured	# Preferred	No	No
CREDITS EXPIRY	No Expiry	No Expiry	Expire after 1 Year	Expire after 6 months

* Payments are not refundable.

** One email blast to the attendees of the shows you attended anytime during the contract period.

▲ The logo will be linked to your website. Click reports of logos in electronic flyers and thank you email will be provided at credit expiry.

▲▲ A rectangular banner ad will be placed on the event listing site, www.smartshow.ca, for 1 month. You can choose the month of advertisement based on availability. It is on a first-come, first-served basis.

Platinum exhibitors receive up to 5 promotional posts on our LinkedIn page and priority image placement in event summaries. Gold exhibitors' images will also be included but are secondary to Platinum.

2025 Event Schedule

Version 3 (October 2024) - Events June-December 2025 are subject to date change

JANUARY				
14-01-2025	11:00 – 1:00	Hamilton - ON	McMaster University	\$575.00
15-01-2025	9:30 – 11:30	Hamilton - ON	St Joseph Hospital (Juravinski Innovation Tower)	\$525.00
15-01-2025	1:30 – 3:30	Hamilton - ON	Thrombosis and Atherosclerosis Research Institute	\$525.00
16-01-2025	9:30 – 11:30	London - ON	University of Western Ontario (Siebens-Drake Research Institute)	\$525.00
16-01-2025	1:30 – 3:30	London - ON	London Health Sciences Centre (LRCP + Victoria Hospital)	\$575.00
28-01-2025	11:00 – 1:00	Montréal - QC	Université de Montréal - MIL Campus	\$525.00
29-01-2025	11:00 – 1:00	Montréal - QC	Centre de Recherche du Centre Hospitalier de l'Université de Montréal (CR-CHUM)	\$575.00
30-01-2025	11:00 – 1:00	Montréal - QC	Université de Montréal + Institute for Research in Immunology and Cancer (IRIC)	\$575.00
FEBRUARY				
11-02-2025	11:00 – 1:00	Montréal - QC	UQAM - Pavillon des sciences biologiques (SB)	\$525.00
12-02-2025	11:00 – 1:00	Laval - QC	Institut National de la Recherche Scientifique – Institut Armand-Frappier	\$525.00
13-02-2025	11:00 – 1:00	Montréal - QC	McGill University – Bellini Life Sciences Building	\$575.00
25-02-2025	9:30 – 11:30	Ottawa - ON	Ottawa Hospital Research Institute	\$525.00
26-02-2025	9:30 – 11:30	Ottawa - ON	Health Canada	\$525.00
26-02-2025	1:30 – 3:30	Ottawa - ON	Carleton University	\$525.00
27-02-2025	11:00 – 1:00	Kingston - ON	Queen's University	\$525.00
MARCH				
11-03-2025	10:00 – 12:00 1:00 – 3:00	Montréal - QC	Lady Davis Institute for Medical Research (2 session show, exhibitors pick one session)	\$575.00
12-03-2025	1:30 – 3:30	Sherbrooke - QC	Université de Sherbrooke – Pavillon de recherche appliquée sur le cancer (PRAC)	\$525.00
12-03-2025	9:30 – 11:30	Sherbrooke - QC	Université de Sherbrooke – Institut de pharmacologie de Sherbrooke (IPS)	\$525.00
26-03-2025	11:00 – 1:00	Toronto - ON	Krembil Research Institute (Toronto Western Hospital)	\$575.00
27-03-2025	1:00 – 4:00	Toronto - ON	MaRS Discovery District -Electricity included -Scanner included (Lead generation tool)	\$900.00

*Tentative Show

#Preferred vendor only

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Price of each show is excluding taxes

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APRIL				
08-04-2025	11:00 -1:00	Toronto - ON	Centre for Addiction and Mental Health (CAMH)	\$575.00
09-04-2025	11:00 -1:00	Toronto - ON	University of Toronto - Donnelly Centre for Cellular and Biomolecular Research	\$575.00
10-04-2025	11:00 -1:00	Mississauga - ON	University of Toronto Mississauga	\$575.00
22-04-2025	11:00 - 1:00	Montréal - QC	Concordia University - Loyola Campus	\$525.00
23-04-2025	11:00 - 1:00	Montréal - QC	Douglas Mental Health University Institute	\$525.00
24-04-2025	11:00 - 1:00	Montréal - QC	adMare BioInnovations	\$575.00
MAY				
06-05-2025	11:00 - 1:00	Winnipeg -MB	St. Boniface Hospital Albrechtsen Research Centre	\$575.00
07-05-2025	9:30 - 11:30	Winnipeg -MB	University of Manitoba - Bannatyne Campus	\$575.00
07-05-2025	1:30 - 3:30	Winnipeg -MB	Canadian Science Centre for Human and Animal Health – National Microbiology Laboratory (NML)	\$575.00
08-05-2025	11:00 - 1:00	Winnipeg -MB	University of Manitoba - Fort Garry Campus	\$575.00
20-05-2025	11:00 - 1:00	Fredericton - NS	University of New Brunswick	\$575.00
21-05-2025	11:00 - 1:00	Moncton -NB	Université de Moncton & Atlantic Cancer Institute	\$575.00
22-05-2025	11:00 - 1:00	Halifax - NS	Dalhousie University - Tupper Medical Building	\$575.00
JUNE				
03-06-2025	9:30 - 11:30	Edmonton - AB	University of Alberta - Katz Group Centre for Pharmacy and Health Research	\$575.00
03-06-2025	1:30 - 3:30	Edmonton - AB	University of Alberta - Centennial Centre for Interdisciplinary Science	\$575.00
04-06-2025	11:00 - 1:00	Calgary - AB	University of Calgary – Faculty of Science	\$575.00
05-06-2025	11:00 - 1:00	Lethbridge - AB	University of Lethbridge	\$575.00
17-06-2025	9:30 - 11:30	Saskatoon - SK	Tentative show (Saskatoon)*	\$575.00
18-06-2025	11:00 - 1:00	Saskatoon - SK	Tentative show (Saskatoon)*	\$575.00
19-06-2025	9:30 - 11:30	Regina - SK	Tentative show (Regina)*	\$575.00
19-06-2025	1:30 - 3:30	Regina - SK	Tentative show (Regina)*	\$575.00

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SEPTEMBER				
09-09-2025	9:30 - 11:30	Montréal - QC	Centre de Recherche du Centre Hospitalier de l'Université de Montréal (CR-CHUM)	\$575.00
10-09-2025	9:30 - 11:30	Montréal - QC	McGill University – Bellini Life Sciences Complex	\$575.00
11-09-2025	9:30 - 11:30	Montréal - QC	adMare BioInnovations	\$575.00
24-09-2025	9:30 - 11:30	Toronto - ON	Li Ka Shing Knowledge Institute (St. Michael's Hospital)	\$575.00
25-09-2025	10:00 - 4:00	Toronto - ON	MaRS Discovery District -Electricity included -Scanner included (Lead generation tool) -Lunch included	\$1250.00
OCTOBER				
01-10-2025	9:00 - 11:30	Ottawa - ON	University of Ottawa (Roger Guindon)*#	\$575.00
01-10-2025	2:00 - 4:30	Ottawa - ON	University of Ottawa (STEM)*#	\$575.00
07-10-2025	11:00 -1:00	Toronto - ON	York University	\$575.00
08-10-2025	11:00 -1:00	Toronto - ON	Sunnybrook Research Institute (SRI)	\$575.00
09-10-2025	11:00 -1:00	Toronto - ON	Lunenfeld-Tanenbaum Research Institute (Mount Sinai Hospital)	\$575.00
21-10-2025	11:00 -1:00	Burnaby - BC	Simon Fraser University	\$575.00
22-10-2025	9:30 - 11:30	Vancouver - BC	UBC - Michael Smith Laboratories	\$575.00
22-10-2025	1:30 - 3:30	Vancouver - BC	UBC – Life Sciences Institute	\$575.00
23-10-2025	9:30 - 11:30	Vancouver - BC	UBC – Faculty of Pharmaceutical Sciences + adMare BioInnovations	\$575.00
23-10-2025	1:30 - 3:30	Vancouver - BC	UBC - Djavad Mowafaghian Centre for Brain Health	\$575.00
24-10-2025	10:00 - 12:00	Vancouver - BC	BC Children's Hospital Research Institute & Centre for Molecular Medicine and Therapeutics	\$575.00
NOVEMBER				
05-11-2025	9:30 - 11:30	Waterloo - ON	University of Waterloo – Biology and Chemistry	\$575.00
06-11-2025	9:30 - 11:30	Guelph - ON	University of Guelph – Summerlee Science Complex	\$525.00
06-11-2025	1:30 - 3:30	Guelph - ON	University of Guelph – Pathobiology AHL - OVH	\$525.00
18-11-2025	9:30 - 11:30	Montréal - QC	Centre de Recherche du CHU Sainte-Justine	\$575.00
19-11-2025	9:30 - 11:30 1:30 - 3:30	Montréal - QC	CR l'Hôpital Maisonneuve-Rosemont – Double show AM : Pavillon J.A. Desèves PM : Pavillon Claudine D'Amours	\$700.00
20-11-2025	9:30 - 11:30	Montréal - QC	Institut de Recherches Cliniques de Montréal (IRCM)	\$575.00

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DECEMBER				
02-12-2025	9:30 - 11:30	Québec - QC	CR-CHU de Québec Site CHUL	\$575.00
02-12-2025	1:30 - 3:30	Québec - QC	Université Laval - Pavillon CE Marchand	\$525.00
03-12-2025	9:30 - 11:30	Québec - QC	CR-CHU de Québec Nouveau Site - Hotel-Dieu + LOEX	\$575.00
03-12-2025	1:30 - 3:30	Québec - QC	Institut universitaire en santé mentale de Québec (CERVO)	\$525.00
04-12-2025	9:30 - 11:30	Québec - QC	Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)	\$575.00
05-12-2025	9:30 - 11:30	Québec - QC	Université Laval & INAF - Pavillon Paul-Comptois	\$525.00
16-12-2025	9:30 - 11:30	Montréal - QC	McGill University - New location*	\$525.00
17-12-2025	9:30 - 11:30	Montréal - QC	McGill University - New location*	\$525.00

*Tentative Show

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Discover the Exclusive Advantages of the Exhibitor Loyalty Program

Discover the Exclusive Advantages of the Exhibitor Loyalty Program

• PACKAGE SIZE:

- The package amount represents the total invoiced for each plan. These amounts are treated similarly to gift cards, meaning no additional taxes will be applied. Instead, the full value is credited towards your Biotech Connect events, including taxes.
- **Flexible Payment Options:**
 - Platinum Package: Choose between 12 monthly payments or 2 to 4 equal installments.
 - Gold Package: Opt for 12 monthly payments or 2 to 4 equal installments.
 - Silver Package: Pay in 2 to 4 equal installments.
 - Bronze Package: Pay in 2 equal installments.

• EXTRA CREDITS:

- These are bonus credits added to your account as part of your package. You can use these extra credits to cover the costs of Biotech Connect events, including taxes.

• TABLE PLACEMENT:

- **Platinum Level Exhibitors:**

As platinum package holder, you'll receive access to a Google Sheet document listing all the shows and floor plans for the year. Each floor plan will include numbered tables. You'll be able to select your 1st and 2nd table choice and we will reserve it for you on the day of the event.
- **Gold Level Exhibitors:**

After Platinum vendors have made their selections, the highest-traffic tables will be reserved for Gold level exhibitors. A "Gold Exhibitor" logo will be placed on the reserved tables, equal to the number of Gold vendors registered. Among Gold exhibitors, table selection will be on a first-come, first-served basis. You may also choose any other available table if you prefer. Silver, Bronze, and non-package customers will have access to the remaining tables only once you have made your selection.

• LOGO PLACEMENT IN ELECTRONIC FLYERS:

- Your company logo will be prominently featured in our e-Flyers, which are sent out at least twice for each exhibition—once as an invitation and again as a reminder. These e-Flyers are distributed to our list of attendees from previous years. [[Click here](#) to see an example.]

• LOGO PLACEMENT IN THANK YOU EMAIL:

- Your company logo will be prominently featured in the Thank You Email, which is sent to all attendees who registered for the exhibition this year. This email is promptly delivered following each event. [[Click here](#) to see an example.]

• LOGO PLACEMENT IN EVENT SIGNAGE:

- All exhibitors who sign up for the 2025 Platinum package before December 13, 2024, will have their logo prominently displayed on our 82 x 34-inch banner. This banner will be featured at all our events and will serve as the backdrop for photos of raffle prize winners, ensuring your brand is seen by attendees.

• EMAIL BLAST:

- Each Platinum-level exhibitor is entitled to one email blast within one year after signing up for the package. Your content will be sent by Biotech Connect to all attendees from the shows you participated in during the past 12 months. This email blast offers broader reach than using the attendee list provided post-event, as Biotech Connect has implied consent from all registrants, while our lead list only contains contacts who have given explicit consent to share their emails with exhibitors.

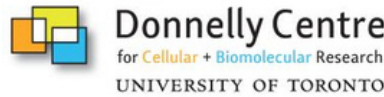
• BANNER AD:

- We will feature your company's standard Leaderboard ad (728 pixels wide by 90 pixels tall) at the top of our attendee registration webpage (www.smartshow.ca). This banner can be linked to your website or a specific landing page of your choice, ensuring maximum visibility as attendees register for the event.

• SOCIAL MEDIA SPOTLIGHT:

- Each Platinum exhibitor is entitled to up to 5 promotional posts per year on our LinkedIn page. To ensure fairness and maintain a uniform appearance on our page, the following guidelines will apply:
 - Posting Frequency: One post per day. Posts will not be scheduled on event days when we need to share show summaries or if other Biotech Connect announcements or Social Media Spotlights are planned.
 - Text and Image Limits: No restrictions on text or image quantities beyond LinkedIn's policy.
 - Tags: Up to 10 tags per post, including company names, individuals, groups, or institutions.





For more information, please contact

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